

Kepot
by RAYOS ⚡ CENTELLAS





BRAND NAME

Kepot by Rayos y Centellas

CONTACT INFORMATION

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Online catalogue: www.issuu.com/kepot

Web: www.rayosycentellasdesign.com

BRAND BRIEF PROFILE

Rayos y Centellas is a group of designers graduated from the National University of La Plata, which aims at generating creative projects by unifying various disciplines present in the world of design..

Today we introduce our first own project: Kepot. It is a line of furniture and objects, created with the intention of promoting and encouraging artistic and expressive activities, bringing home an item that inspires creativity and joy in adults and children alike. The final outcome combines the simplicity of modern furniture with great prominence of intense colors and original designs, which give personality to our products, and also to the ones who want a Kepot at home!





Kepot is being children.
It is letting ourselves go, have
fun, share, imagine and play.
Kepot has empathy with
the essence of children;
it aims at encouraging playful and
imaginative development.

Kepot is Kepot.



FURNITURE LINE

The main line consists of 5 objects: drawing tables Mesiza and Boceta, high and low seats named Banquetinas and storage modules Bauleta and Elevato.

All of our products are made mostly of reused fibreboard wood, covered with polyurethane laquer with some elements in solid natural wood at sight. The conical legs, characteristic of our brand, are upholstered by hand made screen printing textiles designed by our team.

Kepot line is designed from start to end by our team, with help of professionals and artisans from La Plata, Buenos Aires province, who take care of every detail in our production, and this way Kepot is unique all throughout the process.



BOCETA

80x54x54 CM
XL: 80x54x75 CM



BANQUETINAS

G: D30 H:47 CM
C: D25 H:35 CM



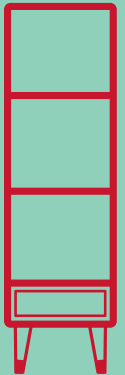
MESIZA

80x80x54 CM



BAULETA

40x40x54 CM



ELEVATO

40x40x150 CM

An advertisement for Kepot, featuring two children drawing at tables with infinite paper. The background is a solid red wall. On the left, a girl stands at a table with purple and white patterned legs, drawing with a blue marker. On the right, a boy kneels at a table with green and white patterned legs, drawing with a purple marker. Both tables have a roll of white paper on the right side, which is unrolled and lies on the ground. The scene is set outdoors with green foliage in the background.

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BOCETA
Boceta is a drawing table with
a roll of infinite paper,
designed for those artists who
do not limit their creations.



MESIZA

Mesiza is a blackboard table, entirely covered by blackboard painting, which leaves behind the boundaries of the sheet and provides infinite space for creativity.



BAULETAS

Storage | Light table | Drawers
Our storage units are made to transform the ordering time, into a fun moment. Tailored to the measure of their small owners, to take care of their great treasures.



ELEVATO

Elevato is an open closet where young and elder can organize their things. It teaches children to be adults, by helping them reach many objects at the top.

NOCHE DE EXCURSIÓN

Kepot

Noche de excursión is a new line of Kepot which continues seeking the promotion of creative activities in children through objects which encourage habits and games that spark their imagination.

Acampa and Bolsina are the new members of the Kepot family which invite children to play and have fun in contact with nature, or just by making them imagine, inside their rooms, a wide number of natural adventures.





NOCHE DE EXCURSIÓN

Kepot

Bolsina is entirely made of micropolar inside, filled with wadding and covered on the outside by handmade screen printed gabardine made by our team.

It is available in 2 color combinations:

Interior Red - Blue Drops

Interior Blue - Orange Drops

They can also be requested in two sizes:

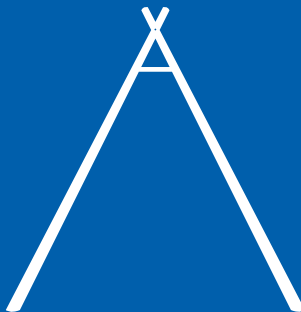
S and M.

Acampa is made of color handmade screen printed gabardine and designed by our team, and its columns are made of solid waterproof wood.

It is available in 2 color combinations:

Red - Blue Drops

Blue - Orange Drops



ACAMPA

110X110X110 CM



BOLSINA

S: 110X60 CM
M: 150X60 CM



FAUNOS

Kept

Faunos is a line of animals to play, which recall the ancient game of riding the traditional wooden horse. But, why limiting children only to the horse, if ours is a region with diversified fauna? Faunos family is made up of different characteristic animals from Argentina and Latin America, ready to undertake incredible imaginary journeys.

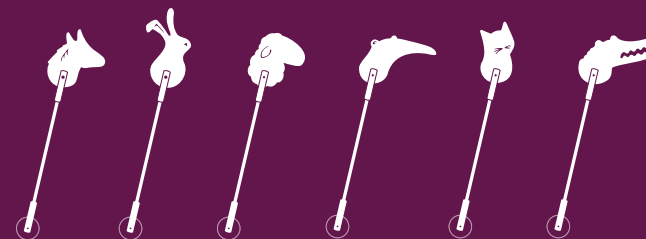


FAUNOS

Kepot

Faunos is made entirely of waterproof solid wood, except the heads that are coated with blackboard paint, allowing kids to customize and create their own animals.

At its lower end it has a wheel that facilitates the transit of the small rider, covered by a rubber ring, protecting the object and allowing the unmarked light path.



HORSE

HARE

SHEEP

ANTEATER

COUGAR

YACARÉ



SOCIAL NETWORKS

Kepot brand was launched in early December 2014 through social networks, and in less than one month's reached 1000 likes on Facebook. Then, through our web, Twitter and other social networks continued spreading to many other people .
It currently has 2616 likes

Scope of publications: 9000 people

FANS

70% Women 30% Men
25-65 years old
Mostly from Argentina, Spain and the United States.

SALES CHANNELS

Currently, tha brand mainly sales through social networks, e-commerce, fairs and Showroom in the city of La Plata and CABA.



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ARGENTINE DESIGN

is synonymous with diversity, talent, and quality. Unique materials, textures, and colors from Argentina's rich landscape nourish local designers. We celebrate productive creativity, innovation, and great style seen in great products for better living.

Ministerio de
Relaciones Exteriores y Culto
Presidencia de la Nación

FUNDACIÓN
ExportAr

Ministerio de
Cultura
Presidencia de la Nación

Ministerio de
Industria
Presidencia de la Nación

BRAND PRESENCE AND ACTIONS

The brand Kepot participated in national and international events, exhibiting and selling all their products.

In May 2015 it was part of the national fair Puro Diseño 2015 in La Rural located in CABA, Buenos Aires Argentina, having great sales and repercussions.

That same month, we participated in the international fair of furniture design Wanted Design in New York City. We were chosen by Fundación Exportar and the Chancellor of the Nation to represent and be part of the Argentine Pavilion within the exhibition.

This event allowed new contacts and enhanced international sales, and besides, it also opened possible sales channels abroad. Currently, the company is in the process of consolidation in the field of exporting domestic products.

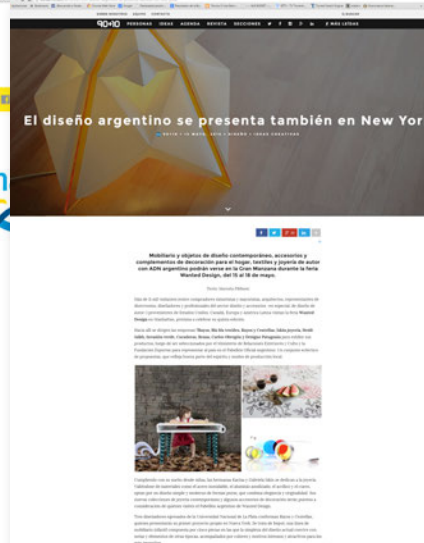
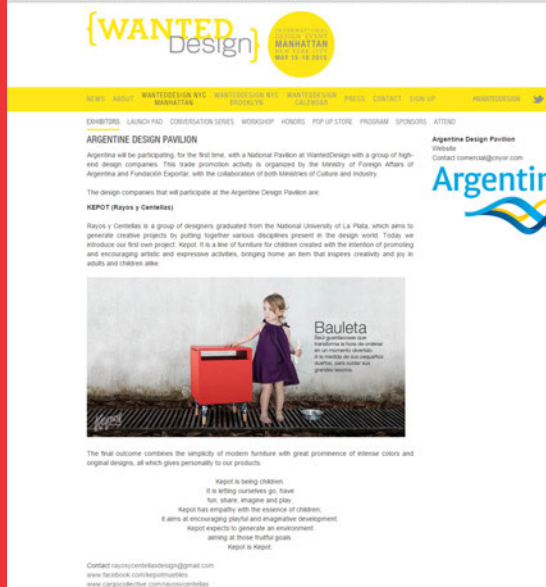


PRESS

After its launching and presence in different national and international events, the brand managed to diffuse through mass media print and digital graphics, such as:

- Print Magazine Fashion Head | La Plata
- Print Magazine Metro | GBA
- Print Magazine Oh la lá | CABA
- Magazine 90+10 | Moda y Diseño | CABA
- Magazine Espacio Living versión digital | CABA
- Print Magazine Gente| CABA
- Catalogue Wanted Design NYC 2015 | NYC

> BLOGS: Emma&Rob | Happiness | CharlieChoices





*KEPOT is a product designed, produced and
imagined by the study
Rayos y Centellas Design*



kepotmuebles



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